



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
HEADQUARTERS, JOINT BASE LEWIS-MCCHORD
1010 LIGGETT AVENUE, BOX 339500, MAIL STOP 1AA
JOINT BASE LEWIS-MCCHORD, WA 98433-9500

IMLM-PA

Feb. 3, 2015

MEMORANDUM FOR RECORD

SUBJECT: Joint Base Lewis-McChord submission for 2015 Keith L. Ware competition,
Category D (Outstanding Digital Presence)

1. The Joint Base Lewis-McChord public affairs office manages a core digital presence consisting of the following core platforms:
JBLM Website: www.lewis-mcchord.army.mil
JBLM Facebook: www.facebook.com/JBLewisMcChord
JBLM Twitter: www.twitter.com/jblm_pao
JBLM Community Calendar: www.lewis-mcchord.army.mil/calendar.html (Google calendar)
JBLM Interactive Map: www.lewis-mcchord.army.mil/map.html (Google map product)
Northwest Guardian website: www.nwguardian.com
2. These presences are supplemented by complimentary digital presences on various media: Flickr (Northwest Guardian photo archive: <https://www.flickr.com/photos/jblmpao/sets/>); Facebook (Northwest Guardian "brand" page: <https://www.facebook.com/NWGEEditor>); Vimeo (video hosting: <http://vimeo.com/jblewismcchord>); Google + (local page: <https://plus.google.com/113046371215220137247>); Imgur (short-term image hosting for items displayed on JBLM Community Calendar); and the myMC2 smartphone app (available to download in iTunes for iOS and Google Play for Android devices).
3. Content management for all digital platforms listed is provided by PA professionals with overall management of the site(s)/publication(s), and release authority resides within the Joint Base Lewis-McChord Public Affairs Office.
4. All platforms conform to DoD and Army information, security review, and Web instructions and regulations, and social media presences are registered as the unit's official presence with OCPA's Online and Social Media Division where applicable.
5. All primary sites/platforms must have been in existence for a minimum of three months during the program year and must be updated at regularly. (Supporting sites are updated on an as-needed basis and augment the installation's primary digital presences with additional capabilities when needed).
6. POC for this memo is Catherine Caruso, JBLM Public Affairs Office (phone: 253-967-0147; email: catherine.a.caruso.civ@mail.mil).

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JOSEPH PIEK
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Joint Base Lewis-McChord

CF:
IMCOM PAO